

# ASIS EUROPE 2017

EXHIBITION & SPONSORSHIP OPPORTUNITIES

MICO, MILAN ITALY 29-31 MARCH 2017



SENIOR  
DELEGATES



LARGE  
MULTINATIONALS



ACCESS  
ASIS  
GLOBAL COMMUNITY

# ASIS EUROPE WHERE EDUCATION MEANS BUSINESS

ASIS Europe 2017 provides an established platform for education and business exchange. The event addresses the key trends and issues facing professionals in the region dealing with physical and cyber security, risk, compliance, investigations, crisis management, safety and disaster response.

The event is known for consistently gathering senior professionals, especially those with cross border, multi-site and multi-disciplinary responsibilities. Every key economic sector is represented, from critical infrastructure to manufacturing, from finance to hospitality. Exhibition attendance combines delegates from across Europe and beyond attending the full educational programme, and exhibition only visitors, primarily coming from the local market.

Whether your company is seeking to launch new products and services, reinforce your existing brand presence or maintain and build relationships, ASIS Europe 2017 offers you access to a unique community of leading practitioners, setting the business objectives against which security technology and services will be measured.

## KEY REASONS TO INVEST



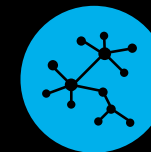
84% end-user decision makers and influencers of purchasing



Large multinational organisations attend



Senior delegates (CSOs, Regional Directors, Managers)



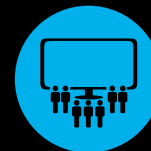
Access the global ASIS community



Local, regional and global attendance



Meeting opportunities at exclusive lunches and receptions



Opportunity to present in the Technology & Solutions Track



Cross function - Cross sector event





## EXHIBITION PACKAGE

- 4 exhibit staff registrations
- Discounted exhibitor rates on conference registrations
- Opportunity for speaking slot in the Technology & Solutions Track
- Company description in printed on-site guide
- Media partnerships with leading regional trade publications
- Global promotion of the event through the ASIS network

## WE PROMOTE YOUR PRESENCE

- Show preview with company description emailed to all registrants + online 4 weeks before the event
- Invitation template provided to invite your clients
- Company description with logo in event mobile app and on event website with link
- Event banners available

## FEES

- € 385 / m<sup>2</sup> (space only, minimum booking 18m<sup>2</sup>)
- € 450 / m<sup>2</sup> (shell scheme, minimum booking 9m<sup>2</sup>)  
Includes basic material package: table and 2 chairs, 2 spot lights, basic electricity usage

## TECHNOLOGY & SOLUTIONS TRACK

Integrated in the conference programme is the Technology & Solutions track. Designed to keep delegates and exhibition visitors up to speed with the latest case studies, research, and capabilities of cutting edge products and services, these sessions will provide benchmarks for what is currently possible and what is soon to come.

Opportunities to present are exclusively for exhibiting companies. Presentations must be educational and non-commercial. Slots are 20 mins and will be allocated to accepted abstracts on a first-come, first served basis.

### Interested?

Discuss your presentation ideas when reserving your exhibit space.

## PRACTICAL INFORMATION

### EXHIBIT DATES

Thursday 30 March  
8:30 – 17:30

Friday 31 March  
8:30 – 16:30

### VENUE

**MiCo – Milano Congressi  
Hall B, North Wing, Level 1**  
[www.micomilano.it](http://www.micomilano.it)  
Piazzale Carlo Magno,  
1 – 20149 Milano

The venue is right in the centre of Milan, 4 km from the Duomo and just 5 minutes from Leonardo's Last Supper.

### ACCESS

**Airports:** Milan Linate, Milan Malpensa airport, Bergamo Orio al Serio: 50 min by taxi  
Local transport options by train, metro, bus, tram and taxi.

**Hotel:** numerous options nearby to suit all styles and budgets.

## ATTENDEE PROFILE

84%

are involved in the buying process

56%

make or influence the final decision

32%

have an annual budget of €1mil+ for security solutions

43%

have an annual budget of least a €500k on security solutions this year

80%

of attendees hold senior positions: C-level, Vice-President, Director or Manager

80%

of attendees come from Europe

40%

± 40% come from the host country

50

Overall, ± 50 countries from all over the world will be represented

## A SAMPLE OF COMPANIES ATTENDING ASIS EUROPE EVENTS

Accenture	BT	Europol	LG U+	Rai Radiotelevisione Italiana	Tesco
adidas	Cabinet Office	Foot Locker	Maersk Group	Italiana	Thales
AIG	Capital One	G.D/Coesia Group	MasterCard	Richemont	The Bank of New York Mellon
Airbus Defence & Space	Caterpillar	Ghana Police Service	Merck	RWE AG	The Walt Disney Company
Allianz SE	Chevron	Henkel	Microsoft	Sadara Chemical Company	Time Warner Cable
Amazon	Council of the EU	Hertz	Ministry for Foreign Affairs, Finland	SAP	TomTom
American Express	Credit Suisse	Hewlett Packard	Mundipharma International Ltd	Saudi Aramco	U.S. European Command
Andritz Hydro	Croatian Telecom	House of Commons	Nestlé	Shebah Exploration and Production	Uber
ArcelorMittal	Danone	Hyatt Hotels Corporation	Newell Rubbermaid	Shell	United Biscuits
Axel Springer SE	Dassault Systems	IBM	Nigeria Police Force	Siemens	Western Union
BAE Systems plc	Deloitte	ING	Proseco / Heineken	Sony Pictures entertainment	World Food Programme
Banque Pictet & Cie SA	Deutsche Telekom	INTESA SANPAOLO	Prudential	Swedish Social Security	Zurich Insurance
BASF SE	DHL Express	KPMG	Quebec Government	Swiss Reinsurance	
Black & Veatch	Diageo plc	KPN			
Boehringer Ingelheim	Ericsson	Levi Strauss			
Brose Fahrzeugteile	European Space Agency				

# SPONSORSHIP OPPORTUNITIES

## **EXCLUSIVE SPONSOR OF PRESIDENT'S RECEPTION**

**€15.000**

The most prestigious sponsorship. Companies investing money to sponsor the President's reception will be positioned as supportive of the learning value offered by ASIS to advance security worldwide. Demonstrate commitment to long term relationships with customers, leadership in your sector of expertise, and generosity in providing a refined reception that attendees will remember.

## **EXCLUSIVE LANYARD SPONSOR**

**€10.000**

Very traditional with assured return on investment. Suitable for companies with very diverse communication needs, from brand recognition, re-branding, product launch, celebration of anniversary, merge, acquisition, joint venture. Lanyards will be distributed to all visitors, exhibitors and delegates already attached to their entrance badge.

## **EXCLUSIVE SPONSOR OF A PLENARY SESSION**

**€6.000**

Suitable for companies which feel their message is not getting through or maybe getting blurred in the information overload age. Drop a brochure on every delegates' chair. ASIS conferences provide a highly trained audience with the objective of absorbing as much information as possible during their time onsite. Brochures provide a physical reminder to disseminate internally on return to their organizations.

## **EXCLUSIVE SPONSOR OF CSO CENTER SESSIONS**

**€12.000**

For companies which want to specifically target Chief Security Officers (CSOs). A unique opportunity to be present during closed door sessions and have the company presented both during the meeting and through the CSOs Executive summary shared across the CSO Center membership worldwide. A hospitality suite located right next to the CSOs room to facilitate one to one meetings is also included.

## **CO-BRANDED STUDY**

**€20.000**

Your company is experiencing something that you would like to share with the entire industry without a commercial interest attached to it. ASIS and its members are committed to advancing security worldwide. We can work with you to produce a co-branded, non-commercial study which will position your company amongst those committed to the progress of the entire industry.

## **EXCLUSIVE SPONSOR OF BUSINESS LUNCH**

**€5.000**

Have your say in probably the most anticipated part of the day – lunch. We are happy to work with you to make sure that the menu and the setup matches your style. Provide your guests with a flavour of your ability to anticipate trends.

## **WELCOME PARTY SPONSOR**

**€12.000**

Similar audience to the President's reception. However, as we are just getting started, the reception will be more relaxed. Attendees will be getting to know one another and catching up with existing friends. Show everyone that you care about launching a great event by saying hello in style.

## **EXCLUSIVE EXHIBITION AND CONFERENCE BREAK SPONSOR**

**€4.000**

Classic, low profile and effective. Present your case right when the mingling starts and feel free to approach existing and potential customers and don't worry about being inopportune. After all, you just bought coffee for everyone in the room.

## **EXCLUSIVE PROVIDER OF ON-SITE MANNED SECURITY**

The absolute best way of showing your level of professionalism, quality of service and commitment to high security standards is actually to show this for real, providing security to the whole event. It's a demanding effort on the side of the sponsor and for this reason there is no fee attached to the sponsorship.

Sponsors providing on-site manned security are advised to participate as exhibitors as well. This will make sure your participation as sponsor will not go unnoticed and you can grab any opportunity to follow up on leads immediately at the event.

## INCREASE YOUR BRAND VISIBILITY AT THE EVENT

<b>Exclusive</b> – Splash screen on the mobile app	€ 1000
<b>Exclusive</b> – provider of pens	€ 1000
<b>Exclusive</b> – providers of notepads	€ 1000
Pop up Banner in Exhibition area	€ 750
Pillar wrap banner at the entrance of the exhibition area	€ 1000
Color Advert in the onsite programme and exhibit guide	€ 750 (half page) / € 1250 (full page)

## GET YOUR MESSAGE DIRECTLY TO THE AUDIENCE

Push Notification on the mobile app	€ 400 (2 notifications)
Emailing to event participants	€ 1000
Postal mailing to participants	€ 1000
Give away distribution at exhibition entrance	€ 1000

### CONTACT

**Sales: Paolo Rampetta**

T: +32 2 318 5751

M: +32 497 050 755

E: [paolo.rampetta.brussels@asisonline.org](mailto:paolo.rampetta.brussels@asisonline.org)

**CONNECT PAOLO RAMPETTA**

**Conference and General Information:**

[www.asisonline.org/milan](http://www.asisonline.org/milan)

[europe@asisonline.org](mailto:europe@asisonline.org)

### ABOUT ASIS INTERNATIONAL

ASIS International is the leading organization for security professionals worldwide.



Founded in 1955, ASIS is dedicated to increasing the effectiveness and productivity of security professionals by developing educational programs and materials that address broad security interests.

ASIS also advocates the role and value of the security management profession to business, the media, government entities, and the public. ASIS Europe 2017 will be the 16th major annual event organised by ASIS in Europe.